



MWR THEME OPERATIONS

August 2006

Welcome

It's hard to believe Labor Day is just around the corner and kids soon will be going back to school! The month of August is typically a transitional month as we soon say good-bye to the "dog days of summer" and start gearing up for the new fiscal year (FY).

With the new FY less than two months away and budgets tighter than ever, this is a good time for all installation MWR program managers to meet, exchange ideas, and explore methods to cross promote their programs. Soon, youth sports teams will be meeting and what better place to promote our business than by making our facilities and menus available to them for their kick off meetings and after game celebrations. Working with other installation MWR program managers to build business opportunities usually starts with just a simple phone call or visit by you. Put that idea on your to-do list and make it a priority.

In closing, I want to extend a fond farewell to Mr. Pete Isaacs, the first Chief Operating Officer (COO) of US Army Community and Family Support Center (CFSC). Pete recently retired after 42 years of loyal and selfless military and civilian service. Pete was the driving force for establishing many of the Army's MWR recreational program initiatives and has been a principle architect behind CFSC as we know it today. Having had the personal privilege of knowing and working with Pete for over 25 years, there was no one more dedicated to MWR and taking care of our soldiers and their families. He set the standard for others to follow and he'll be truly missed. Though Pete's retirement has marked the end of an era, we've already begun a new chapter in our history by welcoming Mr. Rich Gorman as our new COO. Mr. Gorman's vast MWR experience will serve us well as together we face the many challenges and opportunities that lay ahead.

As always, keep e-mailing us your ideas, thoughts and comments so we can continue sharing your insights with our growing family of MWR professionals. Wishing you all the best of success!

Roger Weger
Chief, Food Services Division

Upcoming Grand Openings

We currently have two scheduled Grand Openings at Fort Sill, Oklahoma (23 August-Strike Zone and 25 August-Java Café/Primo's Express). Look for these stories in our September edition of *E-News*. (POC: Trace Kea (703) 681-5255 or e-mail: Trace.Kea@cfsc.army.mil)





Let's talk **PICKLE**, shall we?

Last month I challenged each manager to ask, "Why are my guests coming here to buy products from my restaurant?", and to write it down and hold onto it. At the same time, did you set up some simple guest entry interviews and ask your guests why they came to your establishment to purchase your products and services?

Well, if you did...**PICKLES** to you! If you didn't, here's one that I will share with you. The interesting part of this challenge is whether the answers you received from your guests match the reasons why you thought they were coming, and in many cases they don't and this one was no exception.

In this operation...we'll call it *Unit 1*, the manager believed the primary reason they were coming through the door was price. The guests thought otherwise. For them, it wasn't about price or speed-of-service but the fact that some of the items on the menu couldn't be found anywhere else in the immediate area. That was this *Unit's #1* all-important **PICKLE**, the true point-of-difference from their competitors and one in which a guest service program can be further tailored.

So, do you really, I mean really know what your PICKLE is, the one your guests are coming in for? Do the results from *Unit 1* get you a bit more curious? Is it possible you may not know your guests as well as you thought you did?

Where that's the case, go ahead and take the time to explore it further to satisfy that curiosity. Write down why you think your guests most often visit your facility. Then take a little time to ask your guests the same question. Have your Marketing and Advertising shop do the guest entry interviews if that's more comfortable. Your guests' answers will serve as the basis of the next step in our guest service discovery, which will be to ask the same question of your staff...that is: Why do *they* think guests are coming to our location.

If that sounds like it might be an interesting exercise, it's probably because quite often our own team members also have different ideas about why guests patronize your restaurant. The guests are usually on the same **PICKLE** page about why they are spending time and money with us but we who serve them may not be! The trick is to get on the very same **PICKLE** page with our guests so we can then understand how to better serve them. In the case of the example given, speed-of-service may have been a place to start but we'd need more information from both the guests and team members to determine that.

So, now we have *Unit 1* to track for the next couple editions. What path will your **PICKLE** follow? Ask some questions of yourselves, your staff as well as the guests so we can see where we are, then begin to look at specific **PICKLE** process improvements for your own operation!

Tune into next month's edition as we follow *Unit 1* through the next step of the process. Stay cool and remember, a **PICKLE** a day keeps our guests coming back for more! (POC: Brad Puterbaugh (703) 508-2593 or email: Brad.Puterbaugh@cfsc.army.mil)

Test Your ServSafe Knowledge (See Page 6 for Answers)

1. When pesticides are applied in a foodservice establishment, you must do all of these except?
 - a) Leave stationary equipment uncovered
 - b) Remove all movable, food-contact surfaces
 - c) Wash, rinse, and sanitize food contact surfaces that have been sprayed
 - d) Make a corresponding MSDS available to employees for the pesticides used
2. If food-contact surfaces are in constant use, they must be cleaned and sanitized at?
 - a) Four-hour intervals
 - b) Five-hour intervals
 - c) Six-hour intervals
 - d) Eight-hour intervals
3. Which is a sign you might have a problem with cockroaches?
 - a) You find signs of gnawing on the storeroom wall
 - b) You find droppings that look like black grains of pepper underneath a refrigeration unit
 - c) You see small piles of sawdust that appear to have fallen from the ceiling
 - d) You find webs and wings in the dry-storeroom area

Getting Back to Basics: Knives and Safety

A knife can be a dangerous tool when not used correctly. As strange as it sounds, a dull knife is far more dangerous than one that's kept sharp. Little "slips" can cause big gashes. The more pressure behind a slip, the greater the chance of being hurt.

The improper use of knives in the kitchen area is one of the leading causes of injury in the restaurant industry. Just as ineffective workplace safety policies can lead to an increase in workers compensation claims, the number of workplace injuries can be significantly reduced through proper training of use of the equipment. By following the below cutlery safety rules, you can reduce the risk of injury and the monetary cost associated with them.

1. **Always use a sharp knife.** A sharp knife is safer than a dull one because it requires less pressure in cutting. Sharp knives won't slip easily and your hand won't tire as quickly. Food will also have a cleaner cut and will not be bruised or smashed.
2. **Use the correct size and type of knife for the required job.** Hold the knife firmly in your hand and cut away from your body. While keeping your fingers retracted, push the food with your thumb under the knife instead of moving the knife. This moves the food to the knife as opposed to moving the knife to the food and makes cutting safer. Always use a cutting board: polyethylene is preferred.
 - a. **Paring Knife** – small knife used for cutting and trimming small items.
 - b. **Bread Knife** – has serrated (saw-like) edges. Used only for slicing bread (i.e. when cutting sandwiches, it keeps the bread from tearing).
 - c. **French Knife** – most commonly used knife. Used for slicing and dicing of fruits, vegetables and meats. Has a straight, sharp cutting edge.

3. **Make sure knives placed on flat surfaces are never covered with towels, napkins or other materials.** After handling a knife, place it in a cleared area with the blade pointed away from your body and away from the edge of the table or cutting area.
4. **Don't grab blindly for a knife!** Reach deliberately for the handle. When handing a knife to another person, point the handle toward him or her.
5. **Don't run knives through the dishwasher.** Clean them in the pot sink with soap and water; sanitize and dry them between and after each use.

(POC: Roger Disbrow (703) 308-0353 or e-mail: Roger.Disbrow@cfsc.army.mil)

Transitions August 2006

Congratulations are in order on many fronts in Darmstadt these days. After nearly three years as Assistant Manager and Manager of the Darmstadt Kids' Zone, **Erika Gemba** has moved on to the Darmstadt CPO office. As winner of the 2005 Best-In-Class Primo's Express, that qualifies as a huge loss to MWR! However, considering that Erika will be visiting the Darmstadt Kids' Zone in a couple years with a rambunctious toddler, we're all aglow. Congratulations to Erika on the transition to the new job as well as the journey with the new baby! And thank you for your dedicated service; we will miss you. Her assistant **Pamela Hensley** has ably replaced Erika. Pamela recently came to us from the private sector...and much like Erika years ago, Pam was a former Euro tourist who found a calling to serve our families and kids. Congratulations and many thanks to Pamela!

Please welcome **Marco Rosa** to our CFSC family. Marco joins CFSC Business Programs Directorate, Food Service Division, as an Area Manager for the MWR Theme Operations team. Before joining CFSC, Marco worked as Project Manager for Technologies Services Inc. (TSI) a troop feeding contractor at Fort Belvoir, Fort Myer, and Fort Meade. Marco also worked as the Travel Chef for Presidents George Bush and Bill Clinton and spent 13 years active duty in the Navy. (POC: Trace Kea (703) 681-5255 or e-mail: Trace.Kea@cfsc.army.mil)

Please welcome **Jon (JB) Bullard** to our CFSC family. JB joins CFSC Business Programs Directorate, Food Service Division, as an Executive Chef for the MWR Theme Operations team. Before joining CFSC, JB worked as Associate Professor and Senior Chef Instructor of Culinary Management at Gulf Coast Community College in Panama City, FL. JB has also been the owner of CoStar Restaurant Management Company for the past 12 years. Additionally, JB has been the Chef/Owner of 2 Restaurants in Panama City and Seaside, FL and was the V.P/F&B Director for the Orient Express Railway Train Deluxe in Chicago, D.C., and New York City.

Special Events

Coming soon to your desktop computer, CFSC Business Programs will have an additional tool for managers, just a click away. Managers will be able to use an Army Knowledge Online (AKO) community forum page designed for the exclusive use of business managers. The community page will recognize accomplishments, provide an opportunity to search for ideas and highlight success stories along the way. Details on how you will be able to access the Business Programs Home Page on AKO will be forthcoming in the next few weeks.



It's Military Idol Season again, and the questions keep pouring in about how contestants can get involved in the 2006 Military Idol promotion. If a would-be military idol appears at your door step refer them to the www.militaryidol.com web page to find a participating location near them. (POC: Kristen Kea (703) 428-6119 e-mail: Kristen.Kea@cfsc.army.mil)

For more information about these promotions and upcoming promotions from Events Division, check out www.mwrpromotions.com.

New Promotion for September Available Online

Out with the old and in with the new on September 1st. Theme Operations will launch its new seasonal promotion featuring two completely new kinds of specials. Sandwich units will offer the Blue Water Tuna Steak sandwich that features a thick slice of tuna steak topped with a zesty sauce of wasabi-mayo, fresh tomatoes and lettuce. The pizza circuit will headline the Mighty Meaty Calzone—an all meat pizza rolled into a deliciously hearty handful.



The Tuna Steak Sandwich is an excellent product—a thick slice of tuna with a firm, meaty texture. Its low-fat profile makes it a delicious option to burgers or chicken sandwiches. Like last season's Popcorn Shrimp, the tuna steak may be a completely new experience for some guests and might require some suggestive selling by your team members. And, like the Popcorn Shrimp, the tuna steak is versatile---guests can also enjoy their tuna steak as a Tuna Salad! Try cooking up a few steaks and offer bite-size samples to your guests to help them decide to buy one.



If the Mighty Meaty Calzone recipe sounds familiar to managers, it's no surprise. We've taken one of our best sellers, the Pig Pie Pizza recipe, and rolled it into a whole new shape. It may look like a tried-and-true old favorite to you but, to your meat-loving guests, it's all-new and, AWESOME BABY! The calzone is a single-serving size and will therefore be an attractive choice to guests who simply want a slice of pizza. Ask your servers to up-sell the calzone to everyone who orders a slice and be sure to tell them that it only takes a few minutes to cook-up a hot and fresh Meaty Calzone!

The recipes and marketing information, camera-ready graphic layouts for the full color posters and the black and white print ads can be easily downloaded from our website. Here's how to get the hi-resolution layouts:

1. www.prafulfillment.com
2. Click Client Access
3. User Name: MWR
Password: Marketing

4. Click "Theme Ops Downloads" (left side grey column)

5. Place cursor over picture and click it to download

*** PC Users will be asked to OPEN or SAVE. Click SAVE.

*** Mac users will probably see the file appear as a web page type of window. Simply save the file to your hard drive. (POC: Sharon Bertschi (703) 508-5894 or email: Sharon.Bertschi@cfsc.army.mil)

Anniversaries

27 August 2003 – Primo's Express, Darmstadt, Germany celebrate their 3 year anniversary

19 August 1999 – Mulligan's, USAG Selfridge, MI celebrate their 7 year anniversary

28 August 1997 – Mulligan's, Fort Sam Houston, TX celebrate their 9 year anniversary

Answers to ServSafe Questions

1. a)
2. a)
3. b)

Closing Thought

*"Failures are divided into two classes - those who thought and never did, and those who did and never thought"...*John Charles Salak



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